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In Brilliant Colors
Shipment received yesterday
Choice display of the season's newest feather and fur in trimmings. Only the Best in Millinery.

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THE COCA-COLA CO. Atlanta, Ga.

Woman and Society

Misses Wixie and Beulah Rhyme of Mt. Holly are guests of Miss Macy Blackwelder.

Mr. and Mrs. Albert Abernethy are moving in their new house on Thirtieth avenue today.

Mrs. Shuford Entertains.
Mrs. E. L. Shuford entertained the Wednesday Afternoon Bridge Club yesterday afternoon. For making the top score Mrs. Fred Abernethy won the prize, a deck of cards. Other guests besides the club members were Mrs. W. H. Farrar, Miss Esther Ransom and Mrs. C. M. Sherrill.

Reception Postponed.
The reception to have been given by the Women's Missionary Society of the Methodist church Friday afternoon has been postponed on account of the death of one of its members, Mrs. Campbell. Another date will be announced later.

Mrs. Cline in Winston-Salem.
Mrs. E. B. Cline of Hickory was the guest of Mrs. R. J. Reynolds Tuesday afternoon at the Country Club at Winston-Salem, the occasion being for the purpose of considering plans to promote the movement in this state of the Ellen Wilson Memorial. Mrs. Cline, who is visiting in Winston-Salem where her husband has been holding court, has been the recipient of many attentions.

With Mrs. Farrar.
Miss Esther Ransom won the first prize and Mrs. C. M. Sherrill the consolation, when Mrs. W. H. Farrar entertained three tables of auction at the home of Mrs. T. C. Blackburn yesterday morning. Delicious refreshments in two courses were served. Those playing were: Mesdames J. C. Shuford, C. M. Sherrill, E. Bryan Jones, E. L. Shuford, George Yoder, J. H. P. Cilley, Walker Lyerly, F. P. Abernethy, R. A. Grimes, Frank Henderson and Misses Ruth Abernethy and Esther Ransom.

SOCIETY MEETS IN HICKORY NEXT

Mrs. C. C. Bost, who represented Corinth church at the first annual meeting of the Woman's Missionary Society of the Potomac Synod of the Reformed church, returned last night from Hagerstown, Md., where the session was held. The next annual meeting will be held in Hickory next September. Hickory was the unanimous choice of the delegates.

Miss Anna M. Blessing of Hellam, Pa., was chosen president and Mrs. Bost was elected to life membership in the society. Besides Mrs. Bost, the delegates from the south were Mrs. W. B. Werner of Concord, and Mrs. L. A. Peeler of High Point.

The Hagerstown Globe describes the meeting as a most interesting and successful one. Seven of the eight classes in the Potomac synod were represented.

Mrs. Bost visited in Baltimore, Waynesboro and Greene Castle before returning to Hickory.

Beets to Soar in Price.
New York, Sept. 30.—For the past ten days sugar beet planters' representatives have been working in this city on a plan to get a supply of seed for next spring's sowing, and while the result of their efforts will not be announced for a day or so, it is believed that they have men with such different prices that the market price of beets will be doubled, if not tripled, next year. Beet planters here get practically their whole supply from Germany and at present this supply is cut off, as Germany has placed an embargo on export of sugar beet seed. Supply of seed in this country is estimated at only one-fifth of what will be needed.

The South's Industrial Comeback.

The South's place in the business life of the United States is not ordinarily much emphasized in northern reviews of economic conditions. When a northerner thinks of crops he associates them with "the west." When he speaks of manufacturing, he thinks of Pennsylvania, New York and New England. When he has finance on the brain, he dreams of Wall street. A year ago, however, the South made itself felt by its misfortunes. The war placed an embargo on its huge cotton crop, cut the price of cotton in two and severely reduced the purchasing power of the southern people. The southern market for northern manufactured goods was temporarily closed. Until business in the north began to revive on account of "war orders," the plight of the South was an important factor in the country's industrial prostration.

Now that business conditions are better throughout the north and west, it is interesting to observe how the south also has recovered. In many respects the southern comeback is remarkable, and some of the chief features of it may prove to be permanent, much to the advantage of that section and the whole country. For many years the need of crop diversification in the cotton states was preached. This war appears to have done more in one year to force crop diversification than all the preaching of a generation. With the price of cotton around 8 cents a pound, and with 1,350,710 more bales left over from the last crop than in the preceding season, southern planters and farmers last spring started to plant grain on an unparalleled scale. The results are visible in the government crop reports of September 1.

Grain production is increased and cotton production is decreased in record-breaking style. Before giving figures, it is to be said that continuous cotton growing, except in the richest river bottom lands of the Mississippi valley, exhausts the soil and makes for a narrow agricultural and social life among the population. More corn production means more hogs, more cattle and an increased soil fertility.

FASHION NOTES AS SEEN IN NEW YORK

New York, Sept. 30.—The dress-makers who are world-famous achieved their fame because of their ability to depart from generally accepted lines and yet evolve something that meets every requirement of fashion. There is no departing from the one-piece frock, however, hence all claims to originality must be gained by bringing in novelties upon this ever-popular model.

Everyone who has had the good fortune to visit advanced-style exhibitions know how prominent a place has been given to the one-piece dress for all informal and semi-formal purposes of dress. It is shown in every possible material—serge, taffeta, gabardine, panne velvet, whipcord, rep, voile, corduroy, glossy satin cloth, and so on, ad infinitum. The fashionable trimming this season is fur; or, perhaps it would be more accurate to say that the fashionable trimmings are fur, satin and velvet bands, stitchings or braid and embroidery, applied in the simplest yet most effective of motifs.

Marquisette and silk grenadine are both making a big bid for favor this season. A charming frock that may be duplicated by women of conservative tastes is in black marquisette. The full skirt is gathered about the waistline and above the hem there is a bias fold of self-material stitched with narrow bands of braid. There is a crush girdle of dark green panne velvet, above which the bodice blouses very, very slightly. Narrow bands of braid stitched on either side of the vest of white emphasizes its daintiness and for decorative effect buttons of black and green enamel are stitched down the vest front. The sleeves are long and finished with narrow braid at the wrist. From all appearances the long set-in sleeve has come to stay and smartness in many particulars will be combined with simplicity. Very few sleeves are there which are not trimmed in some way, however. Nothing is in better style than a narrow band of fur, yet one sees attractive cuffs of satin and lace and mousquetaire cuffs of moire silk stitched with braid and bias folds of silk.

Fabrics come and fabrics go, but nothing seems to dislodge taffeta from its niche of prominence in the ranks of dress. Some lovely striped and plaid taffetas in pastel tones are offered as a change from the dark tones which have been so prevalent for the past few months. Soft satins with a good deal of body, gros de Londres, pout de sole and many other rather of dress. Some lovely striped and plaid taffetas in pastel tones are offered as a change from the dark tones which have been so prevalent for the past few months. Soft satins with a good deal of body, gros de Londres, pout de sole and many other rather of dress.

A curious and effective substitute for fur is a cloth made of angora yarn crocheted into a fabric such as is often used for baby's caps. In soft gray this makes very effective banding, and the attention of the first designed, a smoky Russian costume of heavy, soft silk, with high collar, cuffs, wide coat band and several narrower skirt bands, is exceedingly good looking and original.

Such accessories as gloves, boas, etc., are commanding attention just now. There is more and more tendency toward the wearing of mannish gloves when the costume is tailored in simple, smart style. Handsome French kid gloves in one or two-button length gives just the right finish to the autumn frock.

PHILADELPHIA WINS PENNANT

The Philadelphia Nationals, by defeating Boston 5 to 0, yesterday clinched their hold on the pennant, while the Boston Americans have only one more game to win in order to rest secure. The mighty Alexander held the Braves to one measly hit.

all involving agricultural and social progress. The south this year has grown 301,097,000 more bushels of corn than in 1914, and this increase of 33 per cent has been spread out over the entire south. Even Louisiana, which a few years ago produced almost no corn, this year boasts of a crop of 50,000,000 bushels. Including wheat and oats with corn, the total yield of grain in the south is 1,598,000,000 bushels, a gain of 346,000,000 bushels over last year, or 27.4 per cent. The increase of the grain yield in the rest of the country was only 1/2 per cent. The increase of the grain crops of the south this year is figured by the Manufacturers Record of Baltimore at \$1,330,388,000, which is considerably in excess of the most valuable cotton crop in the south ever raised, namely, that of 1913-14, valued at \$1,134,000,000. The value of this year's grain crop exceeds by \$395,000,000 the average value of the cotton crops for the past ten years. This is a notable achievement for the south, especially if it proves that the spell of King Cotton over Southern production is broken at last.

But the whole story of the south embraces its recent experience with cotton. Acreage was low to start with. There has also been damage to the crop planted and a low percentage condition is expected in the government's report on cotton as of September 25. If the condition proves to be as low as 63 per cent it will be the lowest in 15 years. The total crop may be below 11,500,000 bales, compared with 15,067,247 bales last year, or a difference larger than the total annual cotton exports to Germany and Austria-Hungary. India and Egypt this year will also have short cotton yields. The total amount of cotton in the world to be moved to market is much smaller than might have been expected. While cotton exports may be slow on account of foreign exchange the American situation is enormously improved over last year. The cotton exports since August 1 have been 405,800 bales as against the negligible amount of 70,525 last year. But the south now has much enlarged facilities for storing cotton in warehouses, and both the federal reserve banks

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and the United States treasury are providing money at no more than 6 per cent to enable the planters to carry their crop for months to come, if need be. In all these facts is the explanation of the rise in the price of cotton last week to over 12 cents a pound, and that in spite of the war and the listing of cotton as absolute contraband.

Southern newspapers report that the south is becoming prosperous again. Even now textile mills in that section are being built. Bradstreet's in its last issue, thus sums up the industrial situation in the southern states:

"Reports from the south sound a new and more pleasing note. In the industrial sections full time is the rule; greater, instead of less, activity is in sight; large improvements are being made, and, in consequence, trade in every line is on the upgrade. At the same time the lumber sections are doing better, and in the purely agricultural region cotton brings from 10% to as high as 12 cents, while cotton seed fetches \$30 a ton, and the crop was produced at low cost. Diversification of crops, the raising of cattle and the decision of regional reserve banks to accept warehouse receipts as collateral for cotton also have aided in bringing about long awaited improvement. Therefore, in the entire south money probably is circulating more freely than at any time since 1913. Investors are displaying more confidence in the future of things and political agitation of an international phase has waned."

The reference to the international situation, of course, is to the southern grievance against the placing of cotton on the list of contraband. The rise in the price of cotton seems to be killing this agitation among southern planters precisely as the rise in wheat paralyzed the free silver agitation led by Bryan in the autumn of 1896.

It is not likely that the south, while the war lasts, will again be prostrated as it was in the six or eight months after the war began. It is on a much more solid economic basis, with its greatly increased production of grain crops, and the demand for cotton is not going to diminish now that it has become so much used in the manufacture of high explosive shells for the armies. If the south has come back, the fact is of vital importance in any analysis of the general economic situation of the United States now and in the immediate future.

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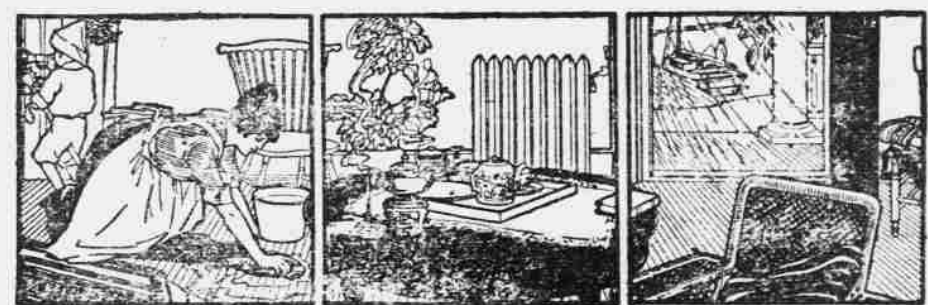
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